

Bachelor in Informatics and Management of Digital Business

2024/25



At a Glance

Bachelor class: L-31
ECTS credits: 180
Duration of the course: 3 years
Courses will be taught in: Italian,
German and English (trilingual)
Places available: 50 EU + 4 non-EU
Campus: NOI Techpark Bozen-Bolzano
Tuition fees: ca. € 1200 per year

Course description

The aim of this course, which is unique in its form in Italy, is to train specialists in tasks which interface across information and communication technology (ICT) and other fields of business activity. Students acquire the necessary skills to solve IT problems alongside economical issues.

Students master the tools needed to understand and deal with computer-related problems and to successfully carry out business activities. They might specialise in digital business by choosing 18 credits in **Digital Finance and Financial Markets** or in **Digital Marketing and Advertising**: both subjects reflect interdisciplinary areas of increasing importance that ensure the future viability of this degree.

Structure of the Course

The first half of the course comprises formal basics in mathematics and statistics as well as basic courses in computer science, with the main topics being databases, programming and system security and modelling, as well as introductory courses in business administration and economics.

Courses, which are necessary to understand the interface between computer science and business, are taught in the second half of the programme. Courses are offered such as company modelling, ERP systems, engineering and management of software systems or data mining and decision support systems.

Study plan - Specialisation in Digital Finance and Financial Markets

1st Year

- 6 CP Introduction to Linear Algebra and Discrete Mathematics
- 9 CP Introduction to Programming
- 6 CP Accounting for Decision Making
- 9 CP Economics of Digital Markets

- 6 CP Introduction to Analysis and Optimization Techniques
- 12 CP Modeling and Databases with Project
 - 6 CP Module 1: Data and Process Modeling for Business Informatics
 - 6 CP Module 2: Introduction to Databases for Business Informatics
- 6 CP Application Engineering for Business Informatics
- 6 CP Web and Internet Engineering with Project

2nd Year

- 10 CP Introduction to Digital Business, Strategy and Management
 - 5 CP Module 1: Strategic Management and Digital Business
 - 5 CP Module 2: Change Management
- 12 CP Digital Finance and Financial Markets
 - 6 CP Module 1: Principles of Finance for CS
 - 6 CP Module 2: Financial Markets

- 6 CP Data Structures and Algorithms
- 6 CP Probability Theory and Statistics
- 6 CP Management of System Security and Networks
- 3 CP English for Informatics and Digital Business

- 12 CP IT Management and CSCW
 - 5 CP Module 1: Computer Supported Collaborative Work
 - 7 CP Module 2: ERP Systems and IT Management
- 6 CP Engineering of Mobile Systems
- 4 CP Legal Aspects of Digital Business

3rd year

- 12 CP Data Mining and Decision Making
 - 6 CP Module 1: Introduction to Data Mining
 - 6 CP Module 2: Data-driven Decision Making
- 3 CP Italian/German for Informatics and Digital Business
- 5 CP Seminar in Business Informatics and Information Systems
- 6 CP Specialisation in Digital Finance and Financial Markets (one of the following)
 - Current Topics in Digital Finance and Financial Markets
 - Advanced Economics for Digital Business
- 5 CP Software Project Management
- 12 CP Free Choice
- 6 CP Internship
- 6 CP Thesis

Study plan - Specialisation in Digital Marketing and Advertising

1st Year

- 6 CP Introduction to Linear Algebra and Discrete Mathematics
- 9 CP Introduction to Programming
- 6 CP Accounting for Decision Making
- 9 CP Economics of Digital Markets
- 6 CP Introduction to Analysis and Optimization Techniques
- 12 CP Modeling and Databases with Project
 - 6 CP Module 1: Data and Process Modeling for Business Informatics
 - 6 CP Module 2: Introduction to Databases for Business Informatics
- 6 CP Application Engineering for Business Informatics
- 6 CP Web and Internet Engineering with Project

2° anno

- 10 CP Introduction to Digital Business, Strategy and Management
 - 5 CP Module 1: Strategic Management and Digital Business
 - 5 CP Module 2: Change Management
- 12 CP Digital Marketing and Advertising
 - 6 CP Module 1: Introduction to Digital Marketing and Advertising
 - 6 CP Module 2: Advanced Topics in Digital Marketing and Advertising
- 6 CP Data Structures and Algorithms
- 6 CP Probability Theory and Statistics
- 6 CP Management of System Security and Networks

- 3 CP English for Informatics and Digital Business
- 12 CP IT Management and CSCW
 - 5 CP Module 1: Computer Supported Collaborative Work
 - 7 CP Module 2: ERP Systems and IT Management
- 6 CP Engineering of Mobile Systems
- 4 CP Legal Aspects of digital Business

3rd Year

- 12 CP Data Mining and Decision Making
 - 6 CP Module 1: Introduction to Data Mining
 - 6 CP Module 2: Data-driven Decision Making
- 3 CP Italian/German for Informatics and Digital Business
- 5 CP Seminar in Business Informatics and Information Systems
- 6 CP Specialisation in Digital Marketing and Advertising (one of the following)
 - Advanced Economics for Digital Business
 - Current Topics in Digital Marketing and Advertising
- 5 CP Software Project Management
- 12 CP Free Choice
- 6 CP Internship
- 6 CP Thesis

Exchange Programmes and Internships

Currently, we offer exchange programmes with universities all over the world and unibz is part of a large network of collaborations with employers in Italy and abroad where you can undertake your internship. You will need to undertake a compulsory internship lasting a minimum of 150 hours.

Career Opportunities

Graduates not only work in software companies, but also in companies in many other sectors where IT now plays a central role: in public administration, in IT consulting companies, in banks and financial service providers, right up to the countless new service providers on the internet. The spectrum of employment opportunities is very broad and ranges from management and development of operational software solutions, administration of complex IT infrastructure to IT business managers and consultants.

Well prepared and ready for the job market. On the website of AlmaLaurea you can check statistical data about graduates' satisfaction and their employability.



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Application and Admission

You can find all you need to know in order to apply and gain admission to this study programme by browsing through the information below.

Deadlines and important dates

Early Bird Application

Application: 03/03 - 06/05/2025 (by noon local time)

Language exams (online): 17/03/2025 (registration: 03 - 09/03/2025) and 16 - 17 and 22 - 23/04/2024 (registration: 24/03 - 08/04/2025)

Publication of ranking lists: by 27/05/2025

Payment of the 1st instalment of the tuition fees: by 05/06/2025 (by noon local time)

Enrolment: from 11/07 - 05/08/2025 (by noon local time)

Late Application (only for EU citizens)

Application: 28/05 - 09/07/2025 (by noon local time)

Language exams (online): 23 - 27/06/2025 (registration: 28/05 - 15/06/2025)

Publication of ranking lists: by 29/07/2025

Payment of the 1st instalment of the tuition fees: by 05/08/2025 (by noon local time)

Enrolment: from publication of the ranking list until 05/08/2025 (by noon local time)

Additional Application Session (only for EU citizens)

The faculty can open additional application sessions for single study programmes in August and in September if there are available places. More information on additional sessions will be published in due course.

Preparatory courses and Freshers Days

Intensive language courses: 01 - 19/09/2025 (Monday to Friday, 6 h/day)

Freshers Days: 29 - 30/09/2025

Mathematics pre-course: 01 - 15/10/2025

1st semester

Classes: 29/09 - 23/12/2025

Holidays: 24/12/2025 - 06/01/2026

Classes: 07/01 - 24/01/2026

Exams: 26/01 - 21/02/2026

2nd semester

Classes: 02/03 - 02/04/2026

Holidays: 03- 06/04/2026

Classes: 07/04 - 13/06/2026

Exams: 15/06 - 11/07/2026

Autumn session

Exams: 24/08 - 26/09/2026

Available places

EU citizens and citizens given parity of treatment

Early Bird Application: 40

Late Application: 10

Non-EU citizens (living abroad)

Early Bird Application: 4

Entry requirements

To gain admission to the programme you need one of the following qualifications:

- a secondary school leaving certificate (Italian system)
- a foreign qualification, recognised as equivalent.

Foreign school-leaving certificates are considered equivalent if obtained after 12 years of education. In this case, you furthermore must have attended at least the last two years in the foreign school system (e.g. Irish Leaving Certificate: it is not enough to attend one year and obtain the foreign certificate).

The Italian Ministry of Education, University and Research has set specific admission requirements for holders of certain certificates (e.g. American high school diplomas, British and Greek certificates). For more information: apply@unibz.it (Advisory Service).

Requirements

In addition to the required titles, you must possess:

- adequate general competence and disciplinary competence in the mathematical area;
- adequate knowledge of at least two of the teaching languages used in the study programme (see section "Language requirements").

According to national regulations, simultaneous enrolment in a maximum of 2 programmes is possible (however, the two programmes must not belong to the same class, e.g., L-31/L-31 and must differ for at least 2/3 of the course contents).

Disciplinary competence and additional learning obligations

The general competencies and disciplinary competencies in the field of mathematics are

assessed on the basis of the average grade of the third and penultimate year of secondary school obtained, and on the basis of other documents requested by the commission.

Possible additional learning obligations (“obblighi formativi aggiuntivi” - OFA) in the mathematics area are assigned as part of the admission procedure. See section “Selection procedure”.

If you are assigned these obligations, you must attend a catch-up course in mathematics offered by the Faculty before the start of the “Introduction to Linear Algebra and Discrete Mathematics” course and pass the relevant test. If you do not pass the test, you will have to follow an individual study programme defined together with your tutor to fill in the gaps and you will still have to complete the OFA by passing the test or alternatively the “Introduction to Linear Algebra and Discrete Mathematics” exam within the first year of study. If you do not complete the OFA within the first year, you can enrol in the second year of study, but you will not be able to take exams of the second and third years of study.

Language requirements

The official teaching languages are German, Italian and English. Therefore, the following language requirements apply, otherwise you will be excluded from the admission procedure:

Entry level (to gain admission)

1st language: B2

2nd language: B2

3rd language: no level required

A B1 level in the third language is the minimum requirement for taking curricular examinations in that specific language.

Please note that if the first semester of your study programme is only taught in English and your third language is English, you will have to certify at least a B1 level in English by mid-January to be able to take all the curricular exams scheduled for the first semester.

Exit level (to graduate)

1st language: C1

2nd language: C1

3rd language: B2

The levels of the Common European Framework of Reference apply.

Your first language is the language in which you have the highest level of proficiency (B2 or C1). Your third language is instead the language in which you are weaker (or in which you are an absolute beginner).

You can demonstrate your language proficiency (in the section “upload language certificates” and/or “enrol for language exams”) after you have created an application in the section “create/manage applications”. The certification is mandatory for the first and second language, for the third language it is recommended (from B1 onwards).

- In case your final certificate has been awarded by an **Italian** public institution, you need to submit a self-declaration.
- In case your final certificate has been awarded by a **foreign** public institution, you need to

upload diploma scanned copy of the original.

You can demonstrate language proficiency through:

1. **the main teaching language in your final high school year** if German, Italian or English (recognised as C1) (Latin upper secondary schools: recognised as B2 in German and Italian). **Foreign qualifications:** If the main teaching language is not clearly stated on your high school diploma, please also upload a letter/document issued by your high school stating the medium of instruction.
2. **a bachelor or master degree** in Italian, German or English (recognised as C1). unibz graduates must upload the language certificates obtained and/or declare that they have passed language exams at the unibz Language Centre (B2, B2+ or C1). **Foreign qualifications:** If the teaching language is not clearly stated on your University degree, please also upload a letter/document issued by your University stating the medium of instruction during your studies.
3. **a recognised language certificate** (see the list of recognised certificates) If you cannot upload the certificates, you can send them by e-mail as PDF files or deliver them in person to the Language Centre by the application deadline (see "Deadlines" section).
4. **language exams organised by the unibz Language Centre.** You can register for these exams online through the application portal (in the section "enrol for language exams") after you have filled out your application in the section "create/manage applications". The registration periods are indicated in the "Deadlines" section. If you start your application outside a language exams registration period, you must return to the portal during one of the periods indicated above in order to register for an exam. Information regarding the structure of the language proficiency exams, their duration, their administration, and typical processing time for the publication of the results can be found on the following webpage.

Please note that you can only register for **B2 level exams**.

For information on studying in three languages also visit the following page.

Secondary schools in a foreign country/Bi- or multilingual schools

If the foreign language proficiency levels (for German, Italian, or English) are explicitly indicated on the diploma of graduation according to the Common European Framework of Reference (i.e., B1, B2 or C1), and if all four language abilities (reading, listening, speaking, writing) have been assessed, then the indicated levels will be accepted as a proof of proficiency for the second and/or third language.

Please upload your school leaving certificate to the application portal in the section "upload language certificates" under the respective language. The Language Centre will decide on its recognition.

Third language/Intensive language courses in September

If you have already acquired a language certificate in the third teaching language, please upload it to the portal. If you are not able to certify your language competence in the third language and you are admitted to unibz, you will have to take a placement test. You will receive further information about the test by e-mail. Based on the result of the placement test, you will be assigned to a certain learning path so that you will be able to reach level B2 as soon as

possible.

If you are an absolute beginner in the third language, or if you have a level below B2, you may attend a three-week intensive language course during the pre-semester session in September in order to start the learning path.

The dates of the extensive courses are indicated in the “Deadlines” section. Beginner courses (A1) will be offered exclusively during the pre-semester intensive course session in September will no longer be offered during the academic year. Therefore, absolute beginners should start their learning path for the third language by attending the intensive courses in September.

There will be extensive courses (4 hours per week) during the semesters and intensive courses (6 hours per day) during the time between semesters.

The language courses offered by the Language Centre are **free of charge** and aim to help the students reach the following target levels in the third language:

- B1 level by the end of the 1st year;
- B2 level by the end of the 2nd year.

Online application

Your application must be submitted online through the Application Portal. The deadlines are indicated in the “Deadlines” section.

- You need to create an account and upload a valid ID card or passport (front/back). Please note: if your document is invalid, incomplete or unreadable, you will be excluded from the admission procedure;
- Fill in the online form and upload the attachments listed under “Admission procedure”;
- If you gained your qualification abroad, you must also upload the diploma of your qualification: if you are not yet in possession of the diploma, you’ll need to upload it upon enrolment;
- Complete and submit the online application by the deadline. Once the application has been sent, it cannot be modified. Filled-in forms which have not been sent correctly will not be taken into consideration.

Please note: Mendacious declarations will be criminally prosecuted and will result in the automatic exclusion from the ranking list.

EU-Citizens and equivalent

You might apply for more than one study programme. If you are excluded in the first session, you might apply again in the second one.

Considered as equivalent are:

1. Citizens from Norway, Iceland, Liechtenstein, Switzerland, San Marino and the Vatican City State;
2. Non-EU citizens with a valid permit to stay in Italy (see article 39, paragraph 5 of decree no. 286 of 25.07.1998: “**permesso di soggiorno**” (residence permit) for work, family reasons, political or humanitarian asylum, religious reasons). In this case, you apply

directly to the University as described above and must submit a copy of your valid permit to stay. A permit to stay for study reasons or a visa for tourism is **not** sufficient. If the permit has expired, you must attach a renewal request.

Please note that if you do not upload the permit in the application portal, you will be automatically considered a non-EU citizen living abroad and therefore subject to the admission procedure through the Italian authorities in your country of origin.

Non-EU-Citizens (living outside of Italy)

Only one application period is offered. After the deadline it is not possible to apply anymore. Application fee: € 50. The fee is an administration fee and is non-refundable.

Once the ranking list has been published, if you have gained admission, secure it by paying the first instalment and then start your visa application on the University portal. The application on University is mandatory, otherwise you will not be allowed to enrol. On University you can apply for one study programme only.

Admission procedure

The admission procedure is based on the following criteria.

The commission gives:

- up to 4 points for the valuation of the average of all grades;
- up to 6 points for the evaluation of the grade average in mathematics;
- up to 1 point overall for proven extra-curricular experiences in economic/IT areas.

In case of equality of points the preference will be given to the younger applicant.

Students who obtain a grade equal to or less than 65% for the evaluation of the average in mathematics are assigned additional learning obligations ("obblighi formativi aggiuntivi" - OFA) described in the section "Disciplinary competence and additional learning obligations".

In the application portal, you shall:

- insert, using self-declaration, your grades for the subjects of your third-last and penultimate school year. **In the event of self-declared years were concluded abroad*, a copy of the relevant school report cards must be uploaded in the portal;**
- upload the provided form for self-declaration up to a maximum of 2 certified extracurricular experiences in economic/IT field, if you have some (e.g. participation in robotics competitions, mathematics Olympiads, computer competitions, online courses with certificate). For each experience, a contact person must be indicated for verification;
- upload the official translation of your school report cards into Italian, German or English if needed;
- upload optionally language certificates under the corresponding menu point.

Please note: mendacious declarations will be sanctioned by criminal law and will result in your automatic exclusion.

[*] If you have attended a school whose system differs substantially from the Italian system and you do not have the reports with the final grades of the third-last and/or penultimate year of study of your secondary school, the Admission Committee reserves the right to evaluate the

possible final reports of the secondary school that refer to years different from the penultimate or third-last.

Ranking lists

The Admission Committee will only evaluate the documents uploaded in the portal by the application deadline. The ranking lists will be published here and are only valid for the respective academic year.

Secure your admission and enrolment

If you have been admitted to more than one study programme, you can secure your admission for a maximum of 2 programmes by paying the designated rate twice.

1. Choose the study programme and pay the fees (to secure your admission) in the application portal.

The deadlines are indicated in the "Deadlines" section.

If you do not meet this deadline, you will automatically be excluded and the next applicant in the ranking list will be admitted.

For EU citizens and citizens given parity of treatment only: any remaining places of the early bird application, will be offered in the late application.

Please note: Paying university fees does not confer student status, which is only obtained by enrolling. If you pay but do not enrol, you are not entitled to a refund unless you do not pass your secondary school final exam or, in the event of non-EU applicants living abroad, you do not obtain the necessary documents for enrolment from the Italian authorities in your country.

2. Enrol online in the application portal.

The deadlines are indicated in the "Deadlines" section.

Enrolment is recommended as early as possible, so you have the possibility to upload incomplete documents before the deadline.

If you do not meet the enrolment deadline, you will be excluded and the next applicant in the ranking list will be admitted.

Students intending to transfer from another Italian University to unibz have to submit to the Student Office - at the beginning of the academic year - a copy of the transfer application presented at the university of provenance.

3. If you have a foreign secondary school qualification, during enrolment you need to upload these documents:

- your secondary school diploma
- an official translation of the diploma into Italian (not necessary for diplomas issued in German or English)

Depending on the foreign education system your qualification belongs to, you must also upload:

a) a) EU countries, Switzerland, Norway, Iceland, Liechtenstein, International Baccalaureate,

European Baccalaureate:

- Statement of **Correspondence** of your secondary school diploma, to be downloaded from the ARDI – Automatic Recognition Database – Italy

b) non-EU countries that are signatories to the Lisbon Convention:

- Statement of **Correspondence** of your secondary school diploma, to be downloaded from the ARDI – Automatic Recognition Database – Italy
- Statement of **Verification** of your secondary school diploma, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)

c) non-EU countries that are not signatories of the Lisbon Convention:

- Statement of **Comparability** of your secondary school diploma, issued by the Italian Information Centre on Academic Mobility and Equivalences (CIMEA)
- Statement of **Verification** of your secondary school diploma, issued by the Italian Information Centre on Academic Mobility and Equivalence (CIMEA)

unibz performs the necessary checks on your foreign qualification and in case of doubt reserves the right to request additional documents.

Please note that if you do not possess a valid admission qualification, you can be excluded with Rector's decree even after enrolment.

If you are a non-EU citizen living abroad:

Once you are eligible for admission (check the ranking lists) and have also applied on University, the Italian Authorities in your own country will issue you the entry visa for studies/university. This will allow to enrol for the study programme that you have applied for.

According to Italian law, within 8 working days of your arrival in Italy, you must have applied for the residence permit: as soon as you arrive, get in touch with the Advisory Service and you will be given the necessary information for starting the procedure.

Once you will obtain your residence permit (permesso di soggiorno), you have to hand it in at the Student Office personally or via e-mail.

Tuition fees

Fees amount to € 1200

- **1st instalment (€ 600):** includes the revenue stamp of € 16.
- **2nd instalment (€ 600):** must be paid by March of the following year

Delayed payment of the second instalment will result in a fine being levied. If you have not paid the tuition fees, you will be unable to take exams and will not be able to transfer to other universities or other study programmes.

If you drop out of a programme, interrupt your studies or are excluded from studies, you are not entitled to reimbursement of the fees.

Exemption from the tuition fees is granted to:

- Students with a disability recognized under article 3, paragraph 1, of Law No 104/1992, or with a disability up to or exceeding 66%: the disability certificate, issued by the health authorities, must be handed in at the beginning of the academic year.
- Foreign students who have been granted a scholarship from the Italian government.

Students who benefit from a scholarship granted by the Autonomous Province of Bozen-Bolzano are entitled to receive a refund of the tuition fees.

Recognition of credit points from previous studies

Credit points from previous university studies can only be recognised after enrolment if the exams taken at the university of provenance are equivalent in content to those offered at unibz. You can fill out the application after enrolment.

The Advisory Service provides support regarding your choice of study. In many cases a simple call or a short request is enough to get the relevant information (Tel. +39 0471 012100).

Advisory Service

Universitätsplatz 1 - piazza
Università, 1
Italy - 39100, Bozen-Bolzano
Tel +39 0471 012100
Fax +39 0471 012109
apply@unibz.it

Opening Hours

Tuesdays: 10:00-12:00
Thursdays: 14:00-16:00

Alternatively, you may call us
throughout the week or book an
online appointment